

UNIQUE **STYLE** PLATFORM  
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

**USP INSPIRE:**  
MOB WIFE WINTER







The 2023 'clean girl' aesthetic is out, and **Mob Wife Winter** is in.

With 90's TV series *The Sopranos* celebrating their 25 year anniversary, there's no wonder people are gravitating towards this trend, with the hashtag **#mobwife** viewed over **61 million times** on **TikTok**. The prototype is **Carmela Soprano** - think leopard print, big hair, fur coats, bold make-up and gold jewellery.

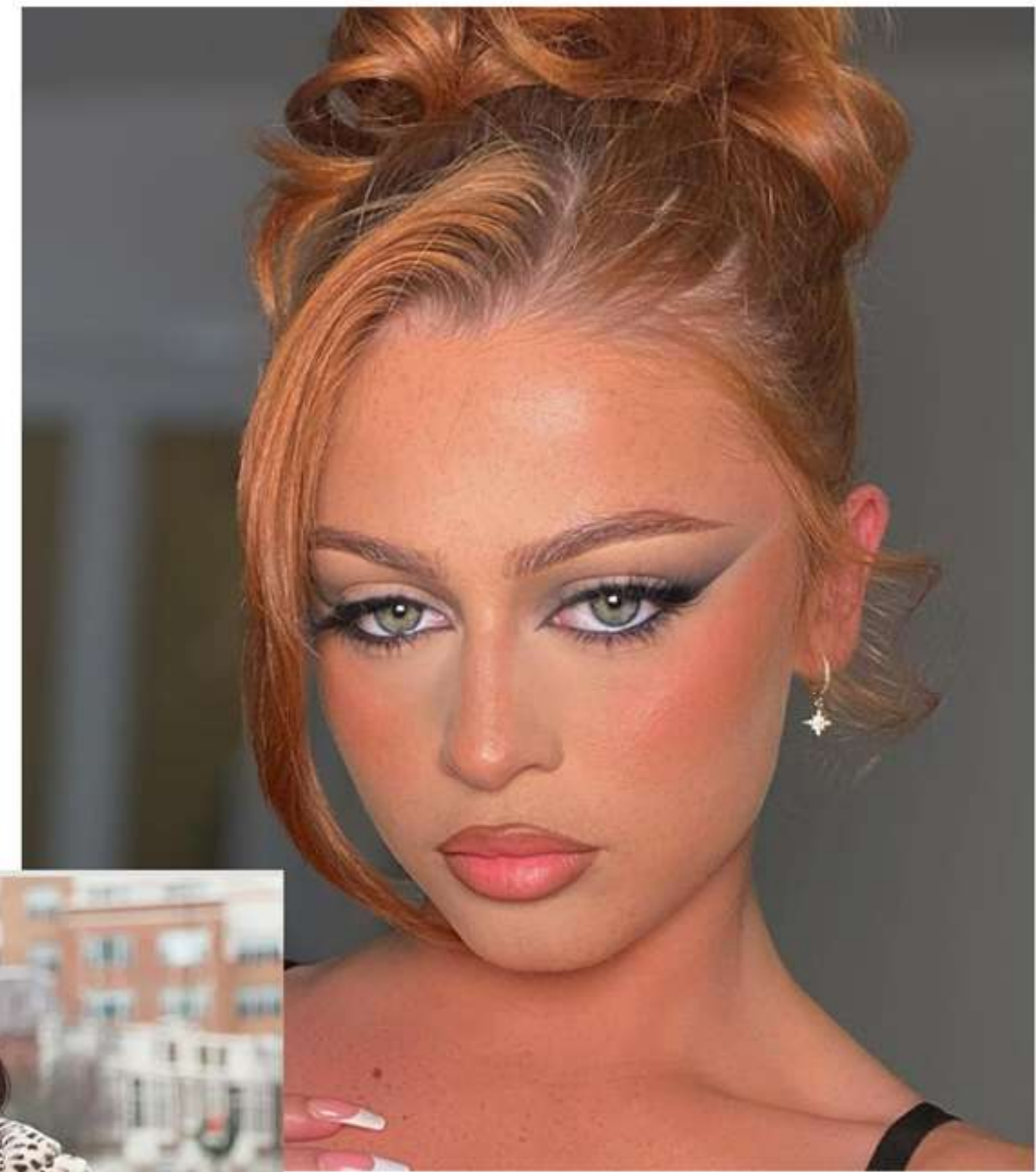
The finale of *Fargo* season 5 has just aired, and the series also showcased this aesthetic, with fictional character **Lorraine Lyon** channelling both the mob wife wardrobe and attitude.

Celebrities such as **Dua Lipa** and **Kendall Jenner** have also been spotted in maximalist fur coats and big sunglasses, alongside influencer **Kayla Trivieri** who dedicates her whole style to the mob wife aesthetic.



# USP INSPIRE: MOB WIFE WINTER

## MOOD



Be inspired by faux fur coats, safari animal print, over sized sunglasses and bold glam, including smokey eyes and maximalism 90's hairstyles.



# USP INSPIRE: MOB WIFE WINTER

## COLOUR



19-3911

14-1116

18-1553

19-1432

20-0035

19-1333

Be inspired by a 90's colour palette, including rich chestnut brown, beige, lipstick red and burgundy, alongside pops of gold and almost black.